

PROJECT NUMBER: 4024  
PROJECT TITLE: Japan Product Development  
PROJECT LEADER: S. B. Nelson  
PERIOD COVERED: November, 1989

I. LARK 1989 PROGRAM

- A. Objective: To optimize the subjective acceptance of the Lark family while retaining the Lark character.
- B. Status: The results of the Lark family blend/tar evaluations were reviewed with PM Asia management. The test results indicated the Mount Blend and Lucky Strike were equally preferred and rated by Mild Seven and Mild Seven Lights smokers. These smokers preferred and rated higher Lucky Strike over the current Lark blend. A test program was developed to evaluate a milder American-type blend -- Starship -- with a P-S-P filter. Results are expected in March, 1990.

Based on Danchi test results it was decided to lower the FTC tar of Lark family products as follows:

Lark	15.5 to 14.5 mg/cigt.
Lark Milds	11.5 to 10.5 mg/cigt.
Lark Super Lights	8.0 to 7.5 mg/cigt.

These tar reductions will be initiated in January, 1990.

II. CHESTERFIELD

- A. Objective: To develop an 11 to 12 mg tar American blended product.
- B. Status: The Danchi results of the Chesterfield model with Mount blend, L&M Milds and Lucky Strike were received and analyzed. The liking ratings for Lucky Strike and L&M Milds were unusually low and this test will be repeated. However, the liking ratings do indicate the Chesterfield model should be pursued further.

In addition to the repeat of the Danchi test, three PMI tests have been scheduled.

o L&M Milds	versus Lucky Strike
o Chesterfield Model	versus Lucky Strike
o L&M Milds	versus Chesterfield Model

These tests will be conducted among Mild Seven, Mild Seven Lights, and Seven Star smokers. Results of the repeat Danchi and the PMI tests are expected in March, 1990.

III. JAPAN MARLBORO

- A. Objective: Maintain and/or enhance the subjective analytical and physical performance of Japan Marlboro.

**B. Status:** Top-line PMI test results of Japan Marlboro @ 16.4mg FTC tar and Lucky Strike @ 11.5mg FTC tar were received. This test, which was conducted among cross section smokers, showed a preference and higher rating for Lucky Strike. However, significant improvement was noted between this test with the new Japan Marlboro (charcoal filter) and a previous test of old Japan Marlboro (no charcoal filter) versus Lucky Strike.

The following Danchi tests have been scheduled with results anticipated in March, 1990:

Test 1

- o Marlboro KS SP
- o Marlboro KS Box
- o Lucky Strike KS SP
- o Lucky Strike KS Box

Test 2

- o Marlboro Lights KS SP
- o Marlboro Lights KS Box
- o Camel Lights KS Box
- o Kent Milds KS Box

In discussions with JTI it was agreed that they would utilize their existing filter inventory and convert from carbowax to their triacetin in January, 1990.

It was also agreed that they would order skip-gap glue rollers immediately for the introduction of ventilation on Marlboro KS and 100's. It is now planned to introduce ventilation on Marlboro in late February, 1990.

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